



Foresight Research

2023 Motorsports
Immersion Report ©



Well-informed Decisions



Motorsports Immersion Report ©

How do OEMs and dealers benefit from motorsports? **24 % of new vehicle buyers were influenced in the vehicle they chose by motorsports – an increase of 600% since 2013.** Motorsports fans are a dream come true! Young men with money and find it easy to spend it t on new vehicles. 95% have or plan to accessorize their new vehicle. 2 out of 3 influence other people’s car or truck purchase! Half are first time buyers (the key to brand building) and a whopping 6 out of 10 considered or bought a battery electric vehicle (BEV).



Key Report Metrics

- Focus on the top sanctioning body races and what they bring to the party for OEMs and dealers – takeaways for sales, marketing and product development
- Focus on electric vehicles and Formula E racing – Who attends, what criteria they use in choosing new vehicles, impact on EV sales and consideration
- Race attendance and race viewership among new vehicle buyers
- Upscale profiles, perceptions and post race actions of fans / new vehicle buyers
- Brand value metrics: word of mouth advocacy/gained consideration and purchase influence/first time buyers/accessory sales



Syndicated Solutions

Our syndicated ***Motorsports Immersion Report*** © addresses all of the key metrics most commonly sought by automakers and stakeholders when evaluating the ROI and contributions of motorsports. Syndication also offers norms and benchmarks for competitive analysis, is immediately available (cyclical / annual) and comes at a fraction of the cost of custom research solutions. \$12,500



Custom Solutions

When syndicated solutions just can't fit the bill, Foresight offers the full spectrum of custom research methodologies and consulting to meet a client's individual requirements or needs:

- ✓ Quantitative measurements: IDI, online, phone or mail
- ✓ Qualitative measurements: Focus groups or clinics

Custom research provides maximum flexibility, allows alignment with internal measurement standards or needs, and can be supplemented with syndicated data as appropriate.

Creds



Well-informed Decisions

For 15 years, Foresight Research has been an industry-trusted source for reliable - and defensible - independent, third-party motorsports metrics for OEMs, agencies, sanctioning bodies, event producers and other racing stakeholders.

We are the only source of syndicated research on the relationship between motorsports and new vehicle sales, allowing us to add competitive norms and benchmarking capabilities, as well historical trending.

We offer expert advice and consulting, and a full stable of custom research solutions when standardized syndicated research can't fit the bill.



How can we help you?

Syndicated / Custom / Consultancy



Foresight Research

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